

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



The Plentiful Foods Program of the U. S. Department of Agriculture is designed to expand the market for foods which are in plentiful supply by increasing their movement to consumers through the normal channels of trade.

The program accomplishes this through the cooperation and assistance of the Nation's food trades and information media—to the mutual benefit of producers, the food industry, and consumers.

U. S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

THE MARKETING SYSTEM

America's food marketing system is the vital link that joins the producer and the consumer. It is a tremendous enterprise, composed of many segments, built by service to the Nation's people.

Huge as it is, the marketing system is a sensitive mechanism—quickly reflecting shifts in supply, the disaster of crop failures at one extreme, the excessive bounties of nature at the other. It is equally responsive to variations in consumer demand.

A smooth, orderly flow of foods through regular marketing channels assures an abundance of food for the American people. Such a flow absorbs production variations, stabilizes farm income, results in more efficient and therefore more profitable handling by the trades, and brings generous supplies of high-quality foods to consumers.

The Plentiful Foods Program helps to promote this orderly marketing—expanding the market for plentiful foods by increasing their movement to consumers through these normal channels of trade.

HOW THE PROGRAM WORKS

Consumer attention is focused on foods in plentiful supply, both through regular trade and informational emphasis, and through special merchandising drives.

Each month, the Department compiles a list of Plentiful Foods—employing all its factfinding services to determine what foods will be plentiful and in need of additional merchandising attention.

Each food designated for the Plentiful Foods List must be:

- In plentiful supply in most market areas of the country
- Commonly used by most people
- Generally available in retail food stores

The list is then regionalized by each of the five area offices of the Food Distribution Division, with items added or deleted according to the supply situation for each area.

These lists—with background information and merchandising suggestions—are then widely distributed to all segments of the food trades, well ahead of the month to which they apply, to enlist the industry's aid in stimulating greater sales of the plentiful foods. In addition, informational materials on the plentiful foods listed are made available to all media serving consumers—to newspapers, radio and television stations, magazines and other publications that reach both the food trades and the general public.

SPECIAL PROGRAMS

Beyond this regular plentiful foods activity, special campaigns are undertaken when foods face particularly difficult marketing problems. These special programs are an intensification of the regular plentiful foods programs, and are scheduled for the period of the commodity's peak supply. They are conducted only upon the request of the producers of the foods, and in cooperation with the industry's own promotional efforts.

WHAT THE PROGRAM ACCOMPLISHES

For the farmer: provides better markets, at better returns

For the food trades: creates sales opportunities by stimulating consumer demand

For the consumer: assures best possible value for food expenditures

For the Nation: promotes efficient use of abundant food production

HOW YOU CAN COOPERATE

The wide scope of the Plentiful Foods Program offers opportunity for cooperation to all who are engaged in any phase of food marketing. And, because of its voluntary nature, the success of the program depends on widespread cooperation from all who have such an interest.

Here are some suggestions:

Food wholesalers: Feature the list of plentiful foods in bulletins to retailers

Food retailers: Intensify the promotion of plentiful foods in advertising and display

Public feeding establishments: Emphasize plentiful foods in your menus

Organizations: Assist in publicizing plentiful foods

Press, radio, and other media: Advise consumers of plentiful foods

Advertisers: Tie in your products with plentiful foods

Consumers: Stabilize food budgets by selecting plentiful foods

WHO TO CONTACT

The Plentiful Foods Program is conducted through the Food Distribution Division of the Agricultural Marketing Service—with area offices in each of the 5 regions, and subarea offices in 11 other principal food markets throughout the country. Food marketing specialists are stationed in each of these offices, to provide full information about the program, and to enlist maximum cooperation in the regular and special program activities.

Copies of the monthly Plentiful Foods List will be sent regularly to interested persons and organizations, upon request to the nearest Food Distribution Division office.

Press, radio, television, and other media may receive informational materials from the Marketing Information Division of AMS by writing to the same address.

Address your inquiry to: